

ORDER



Orders
Order / Rev: 707246
Alt Order #: 06283509
Product Desc: OBAMA SKED C
Estimate: 1617
Flight Dates: 08/19/12 - 09/03/12
Original Date / Rev: 08/16/12 / 08/29/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/13/12	08/19/12	1	\$550.00	\$467.50
08/20/12	08/26/12	55	\$45,450.00	\$38,632.50
08/27/12	09/02/12	50	\$41,000.00	\$34,850.00
09/03/12	09/09/12	1	\$1,000.00	\$850.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	56	\$46,000.00	\$39,100.00	0.00
September 2012	51	\$42,000.00	\$35,700.00	0.00
Totals	107	\$88,000.00	\$74,800.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WKYC	21%	\$88,000.00
Market	100%	\$419,047.62

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$4,190.48
WEWS	31%	\$129,904.76
WJW	22%	\$92,190.48
WOIO	24%	\$100,571.43
WUAB	1%	\$4,190.48

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	08/20/12	08/31/12	M-F 11-1135p	CM	11-1135p	MTWTF--	:30	1	\$2,800.00	P-2	0.00	NM	2	\$5,600.00
Channel 3 News at 11p M-F															
CH 3 NWS AT 11<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--		1				\$2,800.00		0.00			
Week:		08/27/12	09/02/12	MTWTF--		1				\$2,800.00		0.00			
E 2	WKYC	08/20/12	08/31/12	Nightly News	CM	M-Su 6:28p-7p	MTWTF--	:30	1	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
Nightly News															
AVG. ALL WKS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--		1				\$3,000.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WKYC	08/20/12	08/31/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	MTWTF--	:30	1	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
AVG. ALL WKS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--					1	\$3,000.00		0.00			
E 3	WKYC	08/20/12	08/31/12	Days of Our Lives Days of Our Lives	CM	1p-2p	MTW----	:30	5	\$500.00	P-2	0.00	NM	8	\$4,000.00
DAYS-OUR LIVES<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--					5	\$500.00		0.00			
Week:		08/27/12	09/02/12	MTW----					3	\$500.00		0.00			
E 4	WKYC	08/20/12	08/31/12	M-F 10-11a M-F 10-11a	CM	10a-11a	MTWTF--	:30	3	\$250.00	P-2	0.00	NM	6	\$1,500.00
GOOD COMPNY TV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--					3	\$250.00		0.00			
Week:		08/27/12	09/02/12	MTWTF--					3	\$250.00		0.00			
E 5	WKYC	08/20/12	08/31/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	MTWT---	:30	5	\$500.00	P-2	0.00	NM	9	\$4,500.00
TODAY SHW3-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--					5	\$500.00		0.00			
Week:		08/27/12	09/02/12	MTWTF--					4	\$500.00		0.00			
E 6	WKYC	08/20/12	08/31/12	M-F 2-3p Rachel Ray	CM	2-3p	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	8	\$2,400.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--					5	\$300.00		0.00			
Week:		08/27/12	09/02/12	MTWT---					3	\$300.00		0.00			
E 7	WKYC	08/20/12	08/31/12	M-F 3-4p The Doctors	CM	3p-4p	MTWTF--	:30	4	\$350.00	P-2	0.00	NM	9	\$3,150.00
COMMENTS APPLY TO SUB LINES A THRU B DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--					4	\$350.00		0.00			
Week:		08/27/12	09/02/12	MTWTF--					5	\$350.00		0.00			
E 8	WKYC	08/20/12	08/31/12	Early Today Early Today	CM	4a-430a	MTWTF--	:30	2	\$50.00	P-2	0.00	NM	4	\$200.00
EARLY TDAY-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--					2	\$50.00		0.00			
Week:		08/27/12	09/02/12	MTWTF--					2	\$50.00		0.00			
E 9	WKYC	08/20/12	08/31/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	9	\$4,500.00
COMMENTS APPLY TO SUB LINES A THRU B ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--					5	\$500.00		0.00			
Week:		08/27/12	09/02/12	MTWTF--					4	\$500.00		0.00			
E 10	WKYC	08/20/12	08/31/12	M-F 430a-5a 430a News	CM	430a-5a	MTWTF--	:30	2	\$175.00	P-2	0.00	NM	4	\$700.00
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--					2	\$175.00		0.00			
Week:		08/27/12	09/02/12	MTWTF--					2	\$175.00		0.00			
E 11	WKYC	08/20/12	08/31/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWT---	:30	4	\$750.00	P-2	0.00	NM	7	\$5,250.00
COMMENTS APPLY TO SUB LINES A THRU B DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--					4	\$750.00		0.00			
Week:		08/27/12	09/02/12	MTWT---					3	\$750.00		0.00			

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E 12	WKYC	08/20/12	08/31/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	MTWTF--	:30	1	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
CH 3 NWS AT 7<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	MTWTF--			1			\$1,200.00		0.00			
Week: 08/27/12		08/27/12	09/02/12	MTWTF--			1			\$1,200.00		0.00			
E 13	WKYC	08/20/12	08/31/12	M-F 7-9a Today Today Show	CM	7a-9a	MTWT---	:30	6	\$1,000.00	P-2	0.00	NM	10	\$10,000.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	MTWTF--			6			\$1,000.00		0.00			
Week: 08/27/12		08/27/12	09/02/12	MTWT---			4			\$1,000.00		0.00			
E 14	WKYC	08/20/12	08/31/12	M-F 730-8p Entertainment Tonight	CM	730-8p	MTWTF--	:30	3	\$1,200.00	P-2	0.00	NM	6	\$7,200.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	MTWTF--			3			\$1,200.00		0.00			
Week: 08/27/12		08/27/12	09/02/12	MTWTF--			3			\$1,200.00		0.00			
E 15	WKYC	08/20/12	08/31/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	MTWT---	:30	4	\$550.00	P-2	0.00	NM	7	\$3,850.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	MTWTF--			4			\$550.00		0.00			
Week: 08/27/12		08/27/12	09/02/12	MTWT---			3			\$550.00		0.00			
E 16	WKYC	08/20/12	08/27/12	Mon Prime A Mon Prime A	CM	8p-9p	M-----	:30	1	\$3,500.00	P-2	0.00	NM	2	\$7,000.00
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	M-----			1			\$3,500.00		0.00			
Week: 08/27/12		08/27/12	09/02/12	M-----			1			\$3,500.00		0.00			
E 17	WKYC	08/27/12	08/27/12	Mon Prime B Mon Prime B	CM	9-10p	M-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	M-----			1			\$2,500.00		0.00			
E 18	WKYC	08/20/12	08/31/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MTWTF--	:30	1	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
CH 3 NWS AT 6<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	MTWTF--			1			\$2,000.00		0.00			
Week: 08/27/12		08/27/12	09/02/12	MTWTF--			1			\$2,000.00		0.00			
E 19	WKYC	08/19/12	08/26/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$550.00	P-2	0.00	NM	2	\$1,100.00
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-----S			1			\$550.00		0.00			
Week: 08/20/12		08/20/12	08/26/12	-----S			1			\$550.00		0.00			
E 20	WKYC	08/21/12	08/21/12	Tues Prime Other Tues Prime Other	CM	Various (8:00 PM-10:00 PM)	-T-----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-T-----			1			\$6,000.00		0.00			
N 21	WKYC	09/01/12	09/01/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	-----S-			1			\$1,000.00		0.00			
N 22	WKYC	09/01/12	09/01/12	Sat 7-730P SA 7-730P	CM	7-730p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	-----S-			1			\$500.00		0.00			
N 23	WKYC	09/02/12	09/02/12	SS 9-1030a	CM	9a-1030a Sa/Su	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00

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WKYC

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Channel 3 News 9am Sa/Su															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S	1					\$1,000.00		0.00			
N24	WKYC	09/02/12	09/02/12	Sun 6-630p	CM	6-630p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
Channel 3 News at 6p SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S	1					\$2,000.00		0.00			
N25	WKYC	09/03/12	09/03/12	M-F 7-9a Today	CM	7a-9a	M-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
Today Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----	1					\$1,000.00		0.00			
N26	WKYC	08/30/12	08/31/12	M-F 5-6p	CM	5p-6p	---TF--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
Dr. Phil															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	---TF--	1					\$650.00		0.00			
													Totals	107	\$88,000.00